

Make
**EVERY
DAY+!**
Count!

2022-2023 Resident Dining
Promotions Planner

THIS PLANNER BELONGS TO:

sodexo

It all starts with the everyday

WELCOME



to the new **2022/2023 marketing planner**. Inside, you'll find our resident dining year-at-a-glance, including the programs, promotions and special offerings we're featuring each month.

Excited about the year ahead? Of course you are! To make it a success, you'll need to get accustomed to using this planner. Following the three easy steps on the right will ensure you're organized and well-equipped to deliver unforgettable experiences to your customers.

USING THIS PLANNER

1.

At the start of each month is a **What's Happening?** page that details the major programs and promotions you should be preparing for.

TIP:

PLAN AHEAD. Also included on this page are reminders of what events are coming in the months ahead. Get in the habit of planning earlier – not just focusing on the next month out.

2.

Each month's calendar grid includes **core promotion information, Holidays & Celebrations, National Food Days, Voluntary Meal Plan (VMP)** details and more. Using this information will help you stay organized.

TIP:

CROSS-PLANNING IS KEY. Be sure to review the bottom right of each month's calendar grid, which includes a cross-planning suggestion or additional program highlight aligned with that month.

3.

Following each month's calendar grid is a **REFLECT. REFOCUS. RESET.** section. Use it to detail what went well that month, areas in need of improvement, etc. Jot down any notes, goals and plans that would help you to be even more successful the following month.

TIP:

FOLLOW THROUGH. Be sure that you take the time to count your successes and chart opportunities for growth.

2022

AUGUST

what's happening

this month?

This fall, our core promotions will run from **August 29 through November 18, 2022.**



It's a jungle in here! **GrEAT Expeditions** will give your diners a chance to sample South American-inspired recipes, take a "safari" across campus and more. Between the palate- and planet-pleasing options, students are sure to find an exciting "EAT-cosystem" worth exploring and celebrating. Encourage customers to join the battle against hunger by donating a non-perishable food item during the **Good Vibe Food Drive**. Plus, explore other opportunities to do good and feel good about helping those in need.

One of the many thrilling events for this promotion is **Best of Brazil**. Host a tropical, Brazilian-inspired dinner complete with everything from barbecued meats to fried sweet bananas. Level-up by making this an event from **The Social: Dine** and decorating the dining hall with décor like colorful streamer "vines," leaves, Brazilian flags and more.



Allow your customers' imaginations to run wild in the fanTASTY-inspired dining showcase event **Imagine That!** In addition to interesting mashups and build-your-own bars with unbelievably delicious food combinations, students will get the chance to sharpen their culinary skills and knowledge. Utilize this theme to tie in a holiday like **Halloween** by hosting a costume party. This is also a wonderful time to weave in **Better Tomorrow** activities, incorporate local farms and food suppliers and more.

Plan Ahead

What's happening in the next few months?



September

Show the fun side of your dining program with our **Holidays & Celebrations**. Start planning for **Welcome Back, Homecoming, Faculty & Staff Appreciation Day** and **BBQ Fun**.



October

Are you ready for **Chef Celebration Week - Honoring Those Who Make Every Day Delicious**? Start to brainstorm ideas for how to make this an exceptional event!

AUGUST 2022

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Voluntary Meal Plan (VMP) Goals

MY GOALS ARE:

Additional Growth Opportunities

THREE WAYS WE CAN GROW REVENUE THIS MONTH:

1.
2.
3.

Social Media & Website Notes

Did you see something inspiring on social media or the web that you want to try this month? WRITE IT HERE:

Tactics

to help you grow

VMP REVENUE

Welcome

Welcome week is the perfect time to host a virtual parking lot party. Let students know about the benefits of having a meal plan and where to sign up through social media.



Parents on Campus

On move-in day, make sure to get visiting parents and family members to sign up **myDtxt**. Use the **Parent and Family** campaign and promote VMP all year long.

FLASH SALES

Plan a **Labor Day Flash Sale** on e-commerce or in retail locations for one day only. Offer a bonus on dining dollars with the purchase of a meal plan.



Make dining a CINCH!

Work with your campus partners to share **CINCH program** information with faculty and staff. Make sure to include a call to action and sign-up instructions.



Ensure apartment complexes near campus have meal plan collateral out and available to guests.



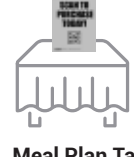
Student Life handing out goody bags on move-in day? Include a magnet or frisbee with the dining website and social media handles. Work with **Summit Group** for all your giveaways.



Host a free **Welcome Back** BBQ meal in the dining hall so commuters see the perks that meal plan holders enjoy. **Tip:** Have an upcoming events calendar posted!



Showcasing what's new with dining can help promote meal plans by displaying the value of having one. Be sure to plan to promote all dining updates to new and returning students, faculty and staff.



Meal Plan Tabling

Students are overwhelmed with information at the start of the semester, plan to host several tabling events to help ease information to new students. Use the **Tabling Resources** to help drive VMP sales.



Cashier Training

Cashiers can be your best aide when selling VMP. They can identify cash paying customers to sell VMP to. Cashier training can help reinforce the importance of suggestive selling. Take advantage of frontline employee training opportunities at the start of the semester.

Resources

Locate additional resources, templates and trainings on the VMP page on **Sodexo Net** by searching "voluntary meal plans."

AUGUST

2022



Managers – Recruit/Hire/Train Campus Interns Now Scan code to view Manager’s Guide for more information.



Don't forget to PLAN AHEAD for what's coming up next month.



SEPTEMBER 2022

S	M	T	W	T	F	S
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4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 <div>"Customer Experience" and "THX:) For Making My Day!" nominations reopen for Fall 2022 and go through May 30, 2023.</div>	2	3 <small>NATIONAL WATERMELON DAY ★</small>	4	5	6
7	8	9	10 <small>NATIONAL S'MORES DAY ★</small>	11	12	13
14	15	16	17	18	19 <small>NATIONAL POTATO DAY ★</small>	20 <small>NATIONAL LEMONADE DAY ★</small>
21 <small>NATIONAL SWEET TEA DAY ★</small>	22	23	24	25	26 <small>NATIONAL CHERRY POPSICLE DAY ★</small>	27
28	29 <div>GrEAT Expeditions, Imagine That! & Dishing Out Dreams Sweepstakes Begin Today</div> <div></div>	30 <div>Make sure you have completed "Experiences Matter" training for your team.</div>	31 <small>NATIONAL TRAIL MIX DAY ★</small> <div>CUSTOMER EXPERIENCE 6:00 p.m. EST is your last chance to recognize and nominate your team members for delivering a great experience. Text "Ittmatters" to 82257 for a link to nominate.</div>		<div>FLAVOURS <small>TASTE • SUCCESS</small></div> <div>PROMOTE CATERING</div> <div>• Prospect third-party clients for holiday party bookings. • Provide catering staff annual training for waiter training, driver training, responsible alcohol service and safety. • Host a Square Tomato (student catering offer) showcase for student leaders during their early arrival to campus.</div>	

AUGUST

Voluntary Meal Plan (VMP) Reminders

Move-in/Welcome Week

- This is the perfect time to promote VMP, dining dollar deposits and move-in packages.

Meal Plan Match-ups

Reconnect/Beginning of the Semester

- Train your cashiers to distribute meal plan promotional information to students not paying with a meal swipe.
- Remind students they can "level up" by upgrading their meal plan.
- Put together a **Street Team** or utilize **Campus Interns** to support peer-to-peer meal plan sales and create excitement about dining events.
- Ensure students know how to connect with dining to purchase a meal plan.
- Entice faculty and staff to engage with the dining program by promoting **Coffee Club** and **CINCH**.



Additional Programs Spotlight

Don't forget to advertise and promote the **Dishing Out Dreams Sweepstakes**. Note that this sweepstakes will also run during the **Imagine That!** promotion, ending on November 18th.



Prize package contents:

- A \$575 Best Buy gift card to use towards the winner's choice of a tablet.
- And a \$500 donation made in the student's name to a food-related charity of their choice.

REFERENCE KEY:

HOLIDAYS & CELEBRATIONS	CORE PROMOTIONS	SUSTAINABILITY
STOP HUNGER	VOLUNTARY MEAL PLAN (VMP)	FM - FACILITIES MANAGEMENT
CUSTOMER EXPERIENCE / THX:)	NATIONAL FOOD DAYS ★	NATIONAL OBSERVANCES •

Monthly Wrap-up

3 Things That Went Well In August

3 Things That We Could Improve On For Next Month

Important Reminders!



2022 SEPTEMBER

what's happening this month?



Don't forget to advertise and promote the **Dishing Out Dreams Sweepstakes**. Note that this sweepstakes will run during **GrEAT Expeditions** and **Imagine That!** promotions, ending on November 18th.

Students enter at:
www.dishingoutdreamssweepstakes.com



Step Right Up and welcome students back with a merrymaking revelry and all the whimsy of a classic carnival. Throughout the promotion, offer fair food favorites, and let students, faculty and staff try their luck at festival-inspired games and more. The promotion pairs perfectly with several of our **Pop-Up Events** and **Trending Tastes**, like **Haute Dogs** and **Toss Popcorn Bar**.



Birthdays are not just another day, they're a moment in time where family and friends gather to celebrate the wonderful qualities of each one of us. **Celebrating a Magical Month of Birthdays!** is a new promotion that includes all the marketing materials and ideas that you need to shine a spotlight on your campus birthdays, month by month. Make it a special day for your guests of honor with great food, fun activities and lots of warm wishes.

Plan Ahead

What's happening in the next few months?



October
The **Good Vibe Food Drive** will be here before you know it. There are other ways to fight food insecurity right in your campus community. Review the fall 2022 issue of **ENGAGE** magazine for ideas and start your planning soon.



November
Friendsgiving: Where Friendship is the Main Course is an exciting promotion that includes all the marketing materials and ideas that you need to treat students to an authentic friends-focused celebration.

SEPTEMBER 2022

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Voluntary Meal Plan (VMP) Goals
MY GOALS ARE:

Additional Growth Opportunities
THREE WAYS WE CAN GROW REVENUE THIS MONTH:

1. _____
2. _____
3. _____

Social Media & Website Notes
Did you see something inspiring on social media or the web that you want to try this month? WRITE IT HERE:

Tactics

to help you grow VMP REVENUE

SEPTEMBER 2022



Are you launching brand new meal plans on your campus or opening a new account? There are two campaigns to choose from to promote your new mandatory and voluntary meal plans, resources available on the **VMP** page on **Sodexo Net**.



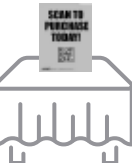
Make sure your **dining website** has correct meal plan pricing, academic year and instructions on how to purchase a meal plan.
Need help? Submit a help request using help.sodexomyway.com



Most campuses allow students to upgrade their meal plan early in the semester, try promoting more profitable meal plans using the **Level Up** campaign.



Promote homecoming **dining dollar sales** by donating five dollars from each purchase that day to an alumni-owned business.



If your campus has a commuter student group/club, partner with them to host a **tabling event** with free food and commuter meal plan information.



Does your campus have a student newsletter? Ask to include an ad for voluntary meal plans available on your campus. Be specific with the group you are targeting in the ad.



Mystery Box - Fast Pass to Fun
This incentive allows students to purchase, upgrade or add dining dollars to their plan. This program is flexible and adaptable to your current dining program.



Host a free **Welcome Back** BBQ meal in the dining hall so commuters see the perks that meal plan holders enjoy.
Tip: Have an upcoming events calendar posted!



Hire students to get your **Street Team** started!



Quench the beverage program is a VIP membership that allows guests to pay a monthly fee, semester fee or yearly fee for unlimited fountain drinks, brewed iced tea, brewed iced coffee and more at their individual locations. The program is effective at increasing customer engagement, excitement and provides the opportunity for accounts to up-sell other items in their retail environments.

Resources

Locate additional resources, templates and trainings on the VMP page on **Sodexo Net** by searching "voluntary meal plans."

SEPTEMBER

2022

Intern Live Meeting – Online

All calls on ZOOM the 3rd Tuesday (September - November)

4:00 p.m. Eastern/1:00 p.m. Pacific

FOLLOW INTERNS ONLINE: Facebook – @SodexoInternships; Instagram – @Sointernships; LinkedIn – Sodexo Campus Internships; Intern Website – sostudents.sodexomyway.com



Don't forget to **PLAN AHEAD** for what's coming up next month.



OCTOBER 2022

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16	17	18	19	20	21	22
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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

4

PROMOTE GrEAT Expeditions, Imagine That! & Dishing Out Dreams Sweepstakes - 8/29 to 11/18

HUNGER ACTION MONTH - 9/1 to 9/30

5

LABOR DAY ●

6

FLAVOURS
TASTE : SUCCESS

PROMOTE
CATERING

- Finalize winter sports suites and clubs menus and host suite holder promotional event.
- Connect with client hosts of winter commencement for planning.

7

Better Tomorrow 2025
FRUIT & VEGGIES
MORE MATTERS MONTH

stop hunger
HUNGER ACTION
MONTH
9/1 to 9/30

FACILITIES MANAGEMENT
NATIONAL PREPAREDNESS
MONTH

1

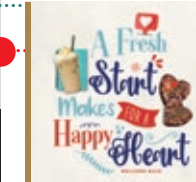
NATIONAL CHICKEN MONTH ★

PROMOTE GrEAT Expeditions, Imagine That! & Dishing Out Dreams Sweepstakes - 8/29 to 11/18

HUNGER ACTION MONTH - 9/1 to 9/30

"Customer Experience" and "THX:) For Making My Day!" nominations released to the CE team and the field. Be sure you are recognizing your nominees at the unit!

2



PROMOTE
WELCOME
BACK
DATE TBD BY
LOCAL UNIT

3

NATIONAL BABY BACK
RIBS DAY ★

11

PROMOTE GrEAT Expeditions, Imagine That! & Dishing Out Dreams Sweepstakes - 8/29 to 11/18

HUNGER ACTION MONTH - 9/1 to 9/30

12

MINDFULNESS DAY ●

13

NATIONAL FORTUNE
COOKIE DAY ★

14

FACILITIES MANAGEMENT: INTERNATIONAL HOUSEKEEPING WEEK - 9/11 to 9/17

15

"Experiences Matter" and THX:) winner announced

16

NATIONAL
"I LOVE FOOD" DAY ★

17



PROMOTE
HOMECOMING
DATE TBD BY
LOCAL UNIT

18

NATIONAL
CHEESEBURGER DAY ★

Better Tomorrow 2025
WORLD CLEANUP DAY

PROMOTE GrEAT Expeditions, Imagine That! & Dishing Out Dreams Sweepstakes - 8/29 to 11/18

HUNGER ACTION MONTH - 9/1 to 9/30

19

20

4:00 p.m. Eastern/
1:00 p.m. Pacific

NATIONAL
INTERN CALL

Better Tomorrow 2025
ZERO EMISSIONS DAY

21

22

NATIONAL ICE
CREAM CONE DAY ★

Be sure your Fall 2022 "THX:) collateral is deployed and your team know how to explain it to guests.

23

Customer Service Team
Call @ 2:00 p.m. EST

Better Tomorrow 2025
STUDENT FOOD INSECURITY
AWARENESS DAY

24



PROMOTE
FACULTY
& STAFF
APPRECIATION
DAY
DATE TBD BY
LOCAL UNIT

25

NATIONAL
FOOD SERVER DAY ●
NATIONAL
LOBSTER DAY ★

PROMOTE GrEAT Expeditions, Imagine That! & Dishing Out Dreams Sweepstakes - 8/29 to 11/18

HUNGER ACTION MONTH - 9/1 to 9/30

26

27

28



PROMOTE
BBQ FUN
DATE TBD BY
LOCAL UNIT

29

NATIONAL
COFFEE DAY ★

30

CUSTOMER
EXPERIENCE

6:00 p.m. EST is your last chance to recognize and nominate your team members for delivering a great experience. Text "Itmatters" to 82257 for a link to nominate.

REFERENCE KEY:

HOLIDAYS & CELEBRATIONS

STOP HUNGER

CUSTOMER EXPERIENCE / THX:)

CORE PROMOTIONS

VOLUNTARY MEAL PLAN (VMP)

NATIONAL FOOD DAYS

SUSTAINABILITY

FM - FACILITIES MANAGEMENT

NATIONAL OBSERVANCES

SEPTEMBER

Voluntary Meal Plan (VMP) Reminders

- Continue to promote dining dollars and meal plan upgrades.
- Run a targeted faculty and staff VMP push.

Meal Plan Match-ups

Homecoming/Family Weekend

This is a great time to market to students' families! Be sure to direct them to our e-commerce websites to easily reload dining dollars online. For those accounts with the **campus dining app**, parents can add dining dollars on the app anytime.

- Create a limited-time offer for the weekend (free guest passes are sure to be a hit).
- Talk to your alumni office (or the office that plans **Homecoming** activities) to be included in communications to parents and alumni before, during and after the week/weekend.
- Plan a family **Brunch** and utilize the VMP collateral to encourage them to sign up for a meal plan. Be sure to share meal plan information when individuals pay with cash to educate them about additional savings made possible with a meal plan.

Additional Programs Spotlight

Trending Tastes

Keep those taste buds happy with the latest and most favorite flavors of the day. All menus are crafted with the hottest culinary trends in mind, so students will never get menu fatigue!

Trending Tastes

Monthly Wrap-up

3 Things That Went Well In September

3 Things That We Could Improve On For Next Month

14

Important Reminders!



15

2022 OCTOBER

what's happening this month?



Sodexo is committed to eliminating all avoidable waste to landfills by 2025 and encourages students to join our efforts during **WasteLESS Week**, where we all commit to doing more and wasting less. Hosting a "Weigh the Waste" event, a "Trash-ion" show, or even a "Waste Buffet" can make a big difference in building the campus culture around waste prevention.



Connect with students about hunger on their campus and help them be a part of the solution for the one-third of the students that are faced with food insecurity nationally. Create opportunities for students to support their peers and build their community, such as launching a meal swipe bank with our **Swipe Out Hunger** partnership, hosting a c-store "Donate to the pantry" promotion or hosting our **Good Vibe Food Drive**.



Chef Celebration Week is an engaging promotion designed to honor the men and women who make our meals delicious every day. This promotion includes everything you need to pay homage to your culinary professionals all week long, emphasizing **International Chefs Day**.



This month, be sure to celebrate two of our **Holidays & Celebrations! Go Big or Gourd Home** with our **Fall Fun** celebration! Fill your menu with fall food staples. Then you can go batty and **Let the Ghoul Times Roll** with the **Halloween** holiday! You could even tie-in the **Imagine That!** core promotion and host a fantasy costume party with some spooky snacks and grab-and-go's.

OCTOBER 2022

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Voluntary Meal Plan (VMP) Goals

MY GOALS ARE:

Additional Growth Opportunities

THREE WAYS WE CAN GROW REVENUE THIS MONTH:

1.

2.

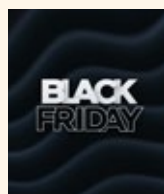
3.

Social Media & Website Notes

Did you see something inspiring on social media or the web that you want to try this month? **WRITE IT HERE:**

Plan Ahead

What's happening in the next few months?



November

Black Friday is fast-approaching. Now's the time to start strategizing about your special VMP offers.



December

It Gets SNOW Better Than This! Winter Holiday is coming. Think about how you will use digital engagement to promote this special celebration.

Tactics

to help you grow VMP REVENUE

OCTOBER 2022

FALL INTO SAVINGS

Implement a limited-time special with our **Fall Into Savings** VMP campaign.

PARKING LOT PARTY

Host a **Parking Lot Party** and increase voluntary meal plan sales from commuters by educating them on the value of eating on campus. Partner with other student groups on campus to make it a real celebration.



Promote your meal plan offers by adding a coffee lid sticker to your coffee cups. This is a great way to get your information to the hands of your customer. Work with our approved print vendors for printing.



Connect with on-campus internal marketing teams to communicate **VMP offers** on a campus-wide level for students, faculty and staff.

mindful

Make it Mindful! Use the **Mindful marketing collateral** to promote healthy options in the dining hall. Work with the athletics department on campus to tailor your promotion to student athletes.



Hosting a **Halloween** celebration? Take advantage of the spooky season and promote your meal plan deals using the **Serving Up a Scary Good Deal** campaign.

FOODIE INSIDER

Foodie Insiders is an innovative way to facilitate a mid-semester push for VMP sales. Once it's set, the program can run indefinitely, making it an easy way to continually push VMP sales.

FORO

No one likes to feel like they are missing out! Use the **FORO** campaign to promote dining dollars. Don't forget to include a call to action and tell students how to purchase.



Tip: This is the mid-point of the semester, conduct a **website audit** to ensure that your meal plans are accurate and reflect current pricing both on the meal plan page and e-commerce store. **Need help?** Submit a help request using help.sodexomyway.com.

Resources



Locate additional resources, templates and trainings on the VMP page on **Sodexo Net** by searching "voluntary meal plans."

OCTOBER 2022

Intern Live Meeting – Online
All calls on ZOOM the 3rd Tuesday (September - November)
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FOLLOW INTERNS ONLINE: Facebook – @SodexoInternships; Instagram – @Sointernships; LinkedIn – Sodexo Campus Internships ; Intern Website – sostudents.sodexomyway.com



Don't forget to PLAN AHEAD for what's coming up next month.



NOVEMBER 2022

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20	21	22	23	24	25	26
27	28	29	30			

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

FLAVOURS

TASTE : SUCCESS

PROMOTE CATERING

- Connect with alumni departments of winter opposing teams for potential catering opportunities.
- Use this month for holiday party booking, historical event rebooking and prospecting.

2

PROMOTE GrEAT Expeditions, Imagine That! & Dishing Out Dreams Sweepstakes - 8/29 to 11/18

STOP HUNGER FOOD DRIVE - 10/1 to 11/30

FACILITIES MANAGEMENT
NATIONAL CUSTODIAL
WORKER DAY

3

"Customer Experience" and "THX." For Making My Day! nominations released to the CE team and the field. Be sure you are recognizing your nominees at the unit!

4

NATIONAL TACO DAY ★

5

stop hunger
STEPHEN J. BRADY
STOP HUNGER
SCHOLARSHIP
APPLICATION PERIOD
BEGINS TODAY -
10/5 to 12/5

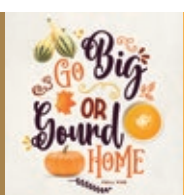
6

NATIONAL NOODLE DAY ★

7

NATIONAL KALE DAY ★

8



PROMOTE
FALL FUN
DATE TBD BY
LOCAL UNIT

9

PROMOTE GrEAT Expeditions, Imagine That! & Dishing Out Dreams Sweepstakes - 8/29 to 11/18

STOP HUNGER FOOD DRIVE - 10/1 to 11/30

FACILITIES MANAGEMENT: NATIONAL FIRE PREVENTION WEEK - 10/9 to 10/15

10

11

12

13

14

NATIONAL
DESSERT DAY ★

15



START
PROMOTING
HALLOWEEN

16

Better Tomorrow 2025
WORLD FOOD DAY

PROMOTE GrEAT Expeditions, Imagine That! & Dishing Out Dreams Sweepstakes - 8/29 to 11/18

STOP HUNGER FOOD DRIVE - 10/1 to 11/30

PROMOTE HALLOWEEN - 10/15 to 10/31

17



"Experiences Matter" and THX.) winner announced

18

NATIONAL
INTERN CALL
4:00 p.m. Eastern/1:00 p.m. Pacific

19

20

INTERNATIONAL
CHEFS DAY ★

21

Customer Service Team
Call @ 2:00 p.m. EST

22

CHEF CELEBRATION
WEEK ENDS TODAY

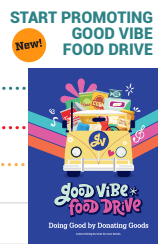
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PROMOTE GrEAT Expeditions, Imagine That! & Dishing Out Dreams Sweepstakes - 8/29 to 11/18

STOP HUNGER FOOD DRIVE - 10/1 to 11/30

PROMOTE HALLOWEEN - 10/15 to 10/31

24



25

WORLD PASTA DAY ★

26

NATIONAL
PUMPKIN DAY ★

27

28

NATIONAL
CHOCOLATE DAY ★

29

NATIONAL
OATMEAL DAY ★

30

PROMOTE GrEAT Expeditions, Imagine That! & Dishing Out Dreams Sweepstakes - 8/29 to 11/18

STOP HUNGER FOOD DRIVE - 10/1 to 11/30

PROMOTE HALLOWEEN - 10/15 to 10/31

PROMOTE GOOD VIBE FOOD DRIVE - 10/24 to 11/11

31

HALLOWEEN ●



TODAY IS
HALLOWEEN

CUSTOMER
EXPERIENCE

6:00 p.m. EST is your last chance to recognize and nominate your team members for delivering a great experience. Text "Itmatters" to 82257 for a link to nominate.

REMINDER: Spring resident dining kits will be arriving next month! This kit will have everything you need to begin your spring marketing plans.



REFERENCE KEY:

HOLIDAYS & CELEBRATIONS

STOP HUNGER

CUSTOMER EXPERIENCE / THX.)

CORE PROMOTIONS

VOLUNTARY MEAL PLAN (VMP)

NATIONAL FOOD DAYS

SUSTAINABILITY

FM - FACILITIES MANAGEMENT

NATIONAL OBSERVANCES

OCTOBER

Voluntary Meal Plan (VMP) Reminders

- Now is the time for a fall mid-semester VMP push!
- You can promote dining dollars and e-commerce packages.

Meal Plan Match-ups Halloween

While displaying Halloween candy and other fall treats, be sure to include meal plans in your marketing.

- Additional dining dollars are the ultimate "treat!"

Additional Programs Spotlight

Good Vibe Food Drive

Doing good always feels good. But sometimes doing good gets you the goods. Bring in a non-perishable food item to help those in need. Have the + portion of your Swipe+ purchase covered as a thank you for caring*. Plus, explore other opportunities to do good and feel good about helping those in need.



* Not available at all locations. Please check with your General Manager to verify your campus's participation to honor contractual and financial obligations.

Looking for more ways to promote your events? Visit the Campus Marketing page on Sodexo Net.

Monthly
Wrap-up



3 Things That Went Well In October

- 1. _____
- 2. _____
- 3. _____

3 Things That We Could Improve On For Next Month

- 1. _____
- 2. _____
- 3. _____

NotesGoalsPlans

Important
Reminders!



2022 NOVEMBER

what's happening this month?



There is always something to be thankful for! Invite students to celebrate their **Friendsgiving** in the dining hall. Whether featuring a large feast or just a few simple dishes, held on one day or for an entire week, **Friendsgiving** is a fun time that emphasizes the value of friendship, and is perfect for a **Thanksgiving** tie-in.

Giving thanks to those who serve us is an amazing way to participate in **THXgiving**. Take a picture with your favorite employee and upload it at tinyurl.com/VoteNowTHXU. You can nominate them for making your day! Don't forget to share on social media using **#THXGIVING**.



Our two core promotions continue this month, concluding on November 18. Continue the fun while also advertising how easy it is to enter the **Dishing Out Dreams Sweepstakes**.

Students enter at: www.dishingoutdreamssweepstakes.com



Plan Ahead

What's happening in the next few months?



December
Don't forget commuters! Host a tabling event in the commuter lounge featuring hot chocolate and VMP collateral.



January
There are a lot of national food days on which to capitalize in January. Think about how you could promote days such as **National Peanut Butter Day** or **National Gluten-Free Day!**

NOVEMBER 2022

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Voluntary Meal Plan (VMP) Goals
MY GOALS ARE:

Additional Growth Opportunities
THREE WAYS WE CAN GROW REVENUE THIS MONTH:

1. _____
2. _____
3. _____

Social Media & Website Notes
Did you see something inspiring on social media or the web that you want to try this month? WRITE IT HERE:

Tactics

to help you grow VMP REVENUE

As we approach the end of the fall semester, it is time to pivot your VMP sales strategy to help students spend their dining dollars. Here are some popular programs to help you capture retail sales:



BYOP - Build Your Own Pack
Allows students to buy a six pack of their favorite cold bottled beverages. It is easy to implement and takes very little labor.



Red Eye - Fuel for Finals
Host an event with coffee specials at your campus café.



Final Fridays
Offer a special incentive for student to purchase a retail special on the four Fridays leading up to the end of the semester. Incentives like free fountain drinks can entice your students to purchase retail entrées.



Is your campus a prime location in town to dine? Determine your VMP opportunity with community members by taking advantage of the **Brunch** promotion and develop communication channels for reaching them.



Work with your campus intern or your SGA to host a **Day in the Life of...** Instagram takeover and showcase how a student uses their meal plan. Make sure to highlight feature stations in resident dining and retail. This is a great time to also incorporate a session with your registered dietitian.



Host a **Thanksgiving Feast** in resident dining and invite students to bring a friend who is not currently on a meal plan for free! Make sure cashiers have VMP collateral to hand out.



During the season of giving thanks, try out the **Be the Change** VMP campaign, where guests can give a free meal to a peer when they purchase meals.



Offer a one-day **Black Friday** or **Cyber Monday** dining dollars sale, or offer a whole **Cyber Week** special. We have different campaigns available for you to promote your cyber deals.

Resources

Locate additional resources, templates and trainings on the VMP page on **Sodexo Net** by searching "voluntary meal plans."

NOVEMBER

2022

Intern Live Meeting – Online
All calls on ZOOM the 3rd Tuesday (September - November)
4:00 p.m. Eastern/1:00 p.m. Pacific
FOLLOW INTERNS ONLINE: Facebook – @SodexoInternships; Instagram – @Sointernships;
LinkedIn – Sodexo Campus Internships ; Intern Website – sostudents.sodexomyway.com



Don't forget to PLAN AHEAD for what's coming up next month.



DECEMBER 2022

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Better Tomorrow 2025 WORLD VEGAN DAY PROMOTE GrEAT Expeditions, Imagine That! & Dishing Out Dreams Sweepstakes - 8/29 to 11/18 CUSTOMER EXPERIENCE "Happy THXGIVING" - Turkey Hand Employee Appreciation "Customer Experience" and "THX" For Making My Day!" nominations released to the CE team and the field. Be sure you are recognizing your nominees at the unit!	2 PROMOTE FRIENDSGIVING DATE TBD BY LOCAL UNIT STOP HUNGER FOOD DRIVE - 10/1 to 11/30 FRIENDS GIVING	3 NATIONAL SANDWICH DAY ★	4 NATIONAL CANDY DAY ★	5 NATIONAL DOUGHNUT DAY (DONUT DAY) ★
6 NATIONAL NACHOS DAY ★ PROMOTE GrEAT Expeditions, Imagine That! & Dishing Out Dreams Sweepstakes - 8/29 to 11/18 STOP HUNGER FOOD DRIVE - 10/1 to 11/30 PROMOTE GOOD VIBE FOOD DRIVE - 10/24 to 11/11	7 STEPHEN J. BRADY STOP HUNGER SCHOLARSHIP APPLICATION PERIOD RUNS - 10/5 to 12/5	8	9	10 START PROMOTING THANKSGIVING	11 VETERANS DAY GOOD VIBE FOOD DRIVE ENDS TODAY PROMOTE THANKSGIVING - 11/10 to 11/24 Good Vibe Food Drive	12
13 PROMOTE GrEAT Expeditions, Imagine That! & Dishing Out Dreams Sweepstakes - 8/29 to 11/18 STOP HUNGER FOOD DRIVE - 10/1 to 11/30 PROMOTE THANKSGIVING - 11/10 to 11/24 Better Tomorrow 2025 HUNGER AND HOMELESSNESS AWARENESS WEEK - 11/13 to 11/21 Better Tomorrow 2025 STUDENT SWIPE WEEK - 11/13 to 11/21	14 NATIONAL SPICY GUACAMOLE DAY ★	15 NATIONAL INTERN CALL 4:00 p.m. Eastern/1:00 p.m. Pacific Better Tomorrow 2025 RECYCLES DAY "Experiences Matter" and THX.) winner announced	16	17	18 Customer Service Team Call @ 2:00 p.m. EST GrEAT Expeditions, Imagine That! & Dishing Out Dreams Sweepstakes End Today	19
20 STOP HUNGER FOOD DRIVE - 10/1 to 11/30 Better Tomorrow 2025 HUNGER AND HOMELESSNESS AWARENESS WEEK - 11/13 to 11/21 Better Tomorrow 2025 STUDENT SWIPE WEEK - 11/13 to 11/21 PROMOTE THANKSGIVING - 11/10 to 11/24	21	22	23	24 THANKSGIVING TODAY IS THANKSGIVING	25 BLACK FRIDAY	26 NATIONAL CAKE DAY ★
27 STOP HUNGER FOOD DRIVE - 10/1 to 11/30	28 CYBER MONDAY VMP FALL REPORTING - 11/28 to 12/9	29	30 STOP HUNGER FOOD DRIVE ENDS TODAY CUSTOMER EXPERIENCE 6:00 p.m. EST is your last chance to recognize and nominate your team members for delivering a great experience. Text "Itmatters" to 82257 for a link to nominate.			

REFERENCE KEY:			
HOLIDAYS & CELEBRATIONS	CORE PROMOTIONS	SUSTAINABILITY	
STOP HUNGER	VOLUNTARY MEAL PLAN (VMP)	FM - FACILITIES MANAGEMENT	
CUSTOMER EXPERIENCE / THX.)	NATIONAL FOOD DAYS ★	NATIONAL OBSERVANCES ●	

NOVEMBER

Voluntary Meal Plan (VMP) Reminders

It is time to launch **Cyber Monday** and **Black Friday** sales. All of the marketing resources that you will need are available on the **Campus Marketing** page on **Sodexo Net**. Search Voluntary Meal Plan Programs > Mid Semester.

Meal Plan Match-ups

Thanksgiving & Cyber Sales

- Black Friday** and **Cyber Monday** will be heavily promoted nationally, well in advance of **Thanksgiving**. Don't forget to include meal plans in your own marketing efforts at this time of year.
- Pay it forward by reloading dining dollars with "Be the Change."
- Don't forget about "Holidays to Go" - themed **Thanksgiving** packages for students to take with them before leaving campus. Our ready-to-serve product line of pies, cookies, baked goods, savory main dishes and sides are time-saving and convenient—and perfect for your guests' personal entertaining and gift-giving needs.



Additional Programs Spotlight



Chefs' Fare – Tailg8
This year's competition will require chefs to create and prepare tailgate

favorites using exactly eight ingredients. Think fan and concert goers' most beloved grub like burgers, dogs, dips, rock & roll sushi, fried chicken, BBQ and sweet tea. Let the games begin!

Looking for more ways to promote your events?
Visit the **Campus Marketing** page on **Sodexo Net**.

Monthly
Wrap-up



3 Things That Went Well In November

- 1. _____
- 2. _____
- 3. _____

3 Things That We Could Improve On For Next Month

- 1. _____
- 2. _____
- 3. _____

NotesGoalsPlans

Important
Reminders!



2022 DECEMBER

what's happening this month?



We are “snow” excited for our **Winter Holiday** celebration. Special holiday meals, fun activities and events make our **Winter Holiday** celebration the perfect heart- and hand-warming event. Consider hosting a holiday film showing. Invite students to bring a chair or blanket to sit on while enjoying the movie, and serve themed cuisine from our **Holidays & Celebrations** recipe matrix.

FLAVOURS

TASTE : SUCCESS

This is the ideal time for catering vehicle and cart maintenance, so make sure you plan accordingly!



Now is the time to order any additional marketing materials needed for your spring semester. Please visit **Campus Marketing** page on **Sodexo Net** for any of your marketing needs, including print-ready PDFs.

DECEMBER 2022

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Voluntary Meal Plan (VMP) Goals
MY GOALS ARE:

Additional Growth Opportunities
THREE WAYS WE CAN GROW REVENUE THIS MONTH:

1.
2.
3.

Social Media & Website Notes
Did you see something inspiring on social media or the web that you want to try this month? WRITE IT HERE:

Plan Ahead

What's happening in the next few months?



January
A new year is coming! Get your key activities planned for **Off the Grid: A Taste of the Great Outdoors**.



February
Now's not too early to think about your special event and plan for how you'll equip students with VMP collateral. Encourage families to give the gift of dining dollars, too!

Tactics to help you grow VMP REVENUE

DECEMBER 2022



Ensure your **dining website** is up to date and ready for the 2023 spring semester. **Need help?** Submit a help request using help.sodexomyway.com.

THINGS ARE GETTING UGLY...

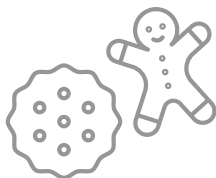
Implement the **It's Getting Ugly** campaign to remind guest to purchase dining dollars for spring semester. Offer an incentive for students, faculty and staff.
Example: Get 10 bonus dining dollars when you purchase 50 to use in the spring semester.



Experiencing cold weather? Try a **hot chocolate bar** to help you spread the word of spring semester meal plan offers.



Host a tabling event in conjunction with a **Winter Holiday** meal to get students to sign up for a meal plan before leaving on winter break.



Don't forget about commuter students. Drop off holiday cookie trays to the commuter lounge and leave your VMP brochures.



Work with your team to update the dining tour presentation in preparation for spring opening.



Create a **What's New in Dining** campaign to help you promote new program features in dining services. Make sure to include information about meal plans. Work with the Sodexo Design Team to get a custom design.



Send thank you cards to your fall meal plan holders directing them to your e-commerce site to purchase their spring meal plan and showcase your **Gifts & More** packages!

Resources



Locate additional resources, templates and trainings on the VMP page on **Sodexo Net** by searching “voluntary meal plans.”

DECEMBER 2022



Thank your intern(s) and set a return for work date before heading out on break.

Don't forget to PLAN AHEAD for what's coming up next month.

JANUARY 2023

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29	30	31				

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

FLAVOURS
TASTE : SUCCESS

PROMOTE
CATERING

- Finalize baseball sports suites and clubs menus and host suite holder promotional event.
- Connect with alumni departments of opposing baseball teams for potential catering opportunities.
- December is the optimal time for catering vehicle and cart maintenance.

4 NATIONAL COOKIE DAY ★

NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 12/1 to 2/28

PROMOTE WINTER HOLIDAY - 12/1 to 12/10

VMP FALL REPORTING - 11/28 to 12/9

5

STEPHEN J. BRADY STOP HUNGER SCHOLARSHIP APPLICATION PERIOD ENDS TODAY

CE Team Virtual Holiday Party with prizes of unspeakable value!

6

7

NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 12/1 to 2/28

STEPHEN J. BRADY STOP HUNGER SCHOLARSHIP APPLICATION PERIOD RUNS - 10/5 to 12/5

1

START PROMOTING WINTER HOLIDAY

"Customer Experience" and "THX:) For Making My Day!" nominations released to the CE team and the field. Be sure you are recognizing your nominees at the unit!

2

NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 12/1 to 2/28

PROMOTE WINTER HOLIDAY - 12/1 to 12/10

VMP FALL REPORTING - 11/28 to 12/9

3

NATIONAL PEPPERMINT LATTE DAY ★

11

NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 12/1 to 2/28

12

13

NATIONAL COCOA DAY ★

14

15

NATIONAL CUPCAKE DAY ★

16

17

NATIONAL MAPLE SYRUP DAY ★

18

HANUKKAH BEGINS ●

NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 12/1 to 2/28

19

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23

24

CHRISTMAS EVE ●

25

CHRISTMAS DAY ●

NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 12/1 to 2/28

26

HANUKKAH ENDS ●
KWANZAA BEGINS ●

27

28

29

30

31

NEW YEAR'S EVE ●

CUSTOMER
EXPERIENCE

6:00 p.m. EST is your last chance to recognize and nominate your team members for delivering a great experience. Text "Itmatters" to 82257 for a link to nominate.

REFERENCE KEY:

HOLIDAYS & CELEBRATIONS

STOP HUNGER

CUSTOMER EXPERIENCE / THX:)

CORE PROMOTIONS

VOLUNTARY MEAL PLAN (VMP)

NATIONAL FOOD DAYS

SUSTAINABILITY

FM - FACILITIES MANAGEMENT

NATIONAL OBSERVANCES

DECEMBER

Voluntary Meal Plan (VMP) Reminders

- It's time to assess and propose meal plan changes and pricing for the upcoming year.

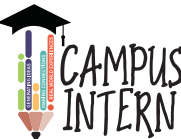
Meal Plan Match-ups

Late-semester Planning

- Encourage early meal plan renewals or sign-ups for spring semester by sending out a "thank you" to current meal plan holders.
- Try offering small meal plan blocks or reload dining dollars with **Fuel Up for Finals**.

Additional Programs Spotlight

Recruit your spring talent this month. Access helpful **Campus Intern** resources on the **Campus Marketing** page on **Sodexo Net**.



Monthly Wrap-up



3 Things That Went Well In December

- 1. _____
- 2. _____
- 3. _____

3 Things That We Could Improve On For Next Month

- 1. _____
- 2. _____
- 3. _____

Notes
Goals
Plans

Important Reminders!



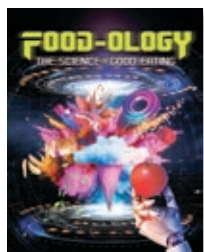
2023 JANUARY

what's happening this month?

This spring, our core promotions will run from **January 2 through April 10, 2023.**



During our **Off the Grid: A Taste of the Great Outdoors** promotion, students will enjoy all the fun and flavors of Mother Nature – whether magically visiting one of our National Parks or a popular local campground. From outdoors-inspired menu specialties like whole-grain gridiron pancakes, hot-off-the-grill veggie burgers and delectably delicious s'mores, to engaging activities like National Park trivia, this event is sure to break up the winter blues.



From featuring locally sourced produce and ingredients on your menu to creating dishes designed to increase energy and promote overall health, **Food-ology: The Science of Good Eating** offers a world of possibilities to demonstrate the vital role food plays in students' lives while putting your culinary team's talent on display. Try hosting a **Mad Scientist Party** where your culinary team will highlight crazy (and nutritious) food combinations. At the event, you might feature a **Burger Brawl** in which chefs battle to create the most over-the-top plant protein option. Hosting a blind taste testing station for attendees to try unique foods is another way to engage and excite your customers.



Don't forget to advertise and promote the **Surviving the Great Outdoors Sweepstakes**. Note that this sweepstakes will run during **Off the Grid** and **Food-ology** promotion, ending on April 10th.

Students enter at:
www.survivingthegreatoutdoorsweepstakes.com

Plan Ahead

What's happening in the next few months?



February
Nominations for Heroes of Everyday Life® close on February 28th. Know a Sodexo employee making a big difference to end hunger in your community? Submit their information so that they can be recognized!



March
National Nutrition Month kicks off in March. How will you engage your campus community and promote good health and well-being?

JANUARY 2023

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Voluntary Meal Plan (VMP) Goals
MY GOALS ARE:

Additional Growth Opportunities
THREE WAYS WE CAN GROW REVENUE THIS MONTH:

1. _____
2. _____
3. _____

Social Media & Website Notes
Did you see something inspiring on social media or the web that you want to try this month? WRITE IT HERE:

Tactics to help you grow VMP REVENUE



Welcome Back!
As your cashiers reconnect with the campus community, ensure they are equipped with cashier scripts to help them sell VMP. Find them on the VMP page on **Sodexo Net**.



Get ready to sell!
Make sure you finalize your spring semester VMP designs, send them to print and post throughout campus.



Prior to the start of the semester is a good time for you to build relationships with key departments on campus. Share with them VMP brochures and see how you can partner with them on events throughout the semester.



Dine Where You Play
Increase your non-meal plan holder purchases and overall YOY VMP sales, appeal to student athletes who would traditionally not purchase a meal plan because of the stigma that they would not use it enough.



Help your campus community reconnect with campus dining. Use the **Reconnect Renew Recharge!** campaign to promote meal plans. Remember to offer an incentive to purchase.
Example: "Receive 10 bonus dining dollars when you purchase 100."



It's resolution time. Run the **New Year New You** campaign to encourage mindful eating. Collateral can be accessed on the VMP page on **Sodexo Net**. Take it to the next level and offer 23 percent bonus in dining dollars during the first week of classes to celebrate 2023.



Provide student life with resources and talking points about dining that they can utilize at orientations. Update your virtual tour and include information on voluntary meal plans/dining dollars and how to purchase.

Resources



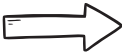
Locate additional resources, templates and trainings on the VMP page on **Sodexo Net** by searching "voluntary meal plans."

JANUARY 2023

Intern Live Meeting – Online
All calls on ZOOM the 3rd Tuesday (January - May)
4:00 p.m. Eastern/1:00 p.m. Pacific
FOLLOW INTERNS ONLINE: Facebook – @SodexoInternships; Instagram – @Sointernships;
LinkedIn – Sodexo Campus Internships ; Intern Website – sostudents.sodexomyway.com



Don't forget to **PLAN AHEAD** for what's coming up next month.



FEBRUARY 2023

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19	20	21	22	23	24	25
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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 KWANZAA ENDS /NEW YEAR'S RESOLUTIONS DAY ● <div>stop hunger</div> <div>NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 12/1 to 2/28</div> <div>CUSTOMER EXPERIENCE JANUARY/FEBRUARY Conduct "Experiences Matter" Customer Experience training before spring semester starts.</div>	2 NATIONAL SOUP MONTH ★ <div>NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 12/1 to 2/28</div> <div>Off The Grid, Food-ology & Surviving The Great Outdoors Sweepstakes Begin Today</div> <div>FOOD-OLGY SURVIVING THE GREAT OUTDOORS SWEEPSTAKES</div>	3 <div>PROMOTE Off The Grid, Food-ology & Surviving The Great Outdoors Sweepstakes - 1/2 to 4/10</div> <div>"Customer Experience" and "THX:) For Making My Day!" nominations released to the CE team and the field. Be sure you are recognizing your nominees at the unit!</div>	4	5	6	7
8 <div>PROMOTE Off The Grid, Food-ology & Surviving The Great Outdoors Sweepstakes - 1/2 to 4/10</div> <div>GOOD THINGS COME TO THOSE WHO CELEBRATE</div> <div>START PROMOTING LUNAR NEW YEAR</div>	9 <div>NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 12/1 to 2/28</div> <div>PROMOTE LUNAR NEW YEAR - 1/8 to 1/22</div>	10	11	12	13 GLUTEN-FREE DAY ★	14
15 <div>PROMOTE Off The Grid, Food-ology & Surviving The Great Outdoors Sweepstakes - 1/2 to 4/10</div> <div>NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 12/1 to 2/28</div> <div>PROMOTE LUNAR NEW YEAR - 1/8 to 1/22</div> <div>"Experiences Matter" and THX:) winner announced</div>	16 INTERNATIONAL HOT & SPICY FOOD DAY ★ MARTIN LUTHER KING JR. DAY ● <div>NATIONAL INTERN CALL</div>	17 DITCH THE NEW YEAR'S RESOLUTIONS DAY ● 4:00 p.m. Eastern/1:00 p.m. Pacific	18 NATIONAL GOURMET COFFEE DAY ★	19 NATIONAL POPCORN DAY ★	20 NATIONAL CHEESE LOVER'S DAY ★	21 NATIONAL GRANOLA BAR DAY ★
22 NATIONAL HOT SAUCE DAY ★ <div>PROMOTE Off The Grid, Food-ology & Surviving The Great Outdoors Sweepstakes - 1/2 to 4/10</div> <div>NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 12/1 to 2/28</div> <div>GOOD THINGS COME TO THOSE WHO CELEBRATE</div> <div>TODAY IS LUNAR NEW YEAR</div>	23 NATIONAL PIE DAY ★	24 NATIONAL PEANUT BUTTER DAY ★	25	26	27 Customer Service Team Call @ 2:00 p.m. EST	28
29 <div>PROMOTE Off The Grid, Food-ology & Surviving The Great Outdoors Sweepstakes - 1/2 to 4/10</div> <div>NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 12/1 to 2/28</div>	30 <div>My Holiday "Experience" - who made your holiday?</div>	31 <div>CUSTOMER EXPERIENCE</div> <div>6:00 p.m. EST is your last chance to recognize and nominate your team members for delivering a great experience. Text "Itmatters" to 82257 for a link to nominate.</div>				

REFERENCE KEY:

HOLIDAYS & CELEBRATIONS	CORE PROMOTIONS	SUSTAINABILITY
STOP HUNGER	VOLUNTARY MEAL PLAN (VMP)	FM - FACILITIES MANAGEMENT
CUSTOMER EXPERIENCE / THX:)	NATIONAL FOOD DAYS ★	NATIONAL OBSERVANCES ●

JANUARY

Voluntary Meal Plan (VMP) Reminders

- Begin to implement spring VMP strategy to retain fall to spring plans and grow spring sales.

Meal Plan Match-ups

New Year, New You is an excellent campaign to use to sell additional meal plans.

- Train your cashiers to hand out meal plan promotional information to students not paying with a meal swipe.
- Take advantage of our fun and colorful resident dining event ads to deliver your message.
- Add a limited-time offer to encourage purchases during your events and include a way to pay on the spot.

Additional Programs Spotlight

Running Off The Grid this month? Complete a "Great Outdoors" experience with a fun camp-themed food pop-up event from The Social.



Monthly Wrap-up

3 Things That Went Well In January

3 Things That We Could Improve On For Next Month

Important Reminders!



2023

FEBRUARY

what's happening
this month?



There's lots to celebrate in February, like the start of your **Mardi Gras** promotion. Remember to think retail, even in resident dining and incorporate grab-and-go impulse buys into your **Holidays & Celebrations**.



Stay on trend by utilizing our new Holiday marketing templates and pair **Valentine's Day** with our new and exciting events! Offer both **Galentine's** and **Palentine's** days so that students can take some time to celebrate their special friendships! Pair with a promotion such as **Trending Tastes** to allow for a very special dining experience.

Trending Tastes



Don't forget to advertise and promote the **Surviving the Great Outdoors Sweepstakes**. Note that this Sweepstakes will also run during the **Off the Grid** promotion, ending on April 10th.

Students enter at:
www.survivingthegreatoutdoorsweepstakes.com

FEBRUARY 2023

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Voluntary Meal Plan (VMP) Goals

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Additional Growth Opportunities

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1.

2.

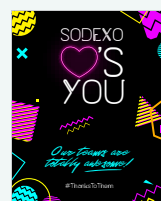
3.

Social Media & Website Notes

Did you see something inspiring on social media or the web that you want to try this month? **WRITE IT HERE:**

Plan Ahead

What's happening
in the next few
months?



March

National Employee Appreciation Day is coming up. How will you show your thanks to our dining and FM teams for all that they do for us?



April

It's never too soon to think about how your campus community will **Pay It Forward** on April 28th!

Tactics to help you grow VMP REVENUE

WE CAN DO IT BETTER

Remind faculty and staff there is no need to lose their parking spot when they purchase a meal plan to dine on campus. Try using the **We Can Do It Better** campaign.



Extra Credit is a targeted faculty and staff Voluntary Meal Plan campaign to provide an extra incentive to entice those not currently on a meal plan and rewards those who are.

DINE WHERE YOU PLAY

Remind athletes why having a meal plan benefits them with our athletic campaigns like **Dine Where You Play** or **When They Win You Win**. Locate these resources on the VMP page.



Use one of the voluntary meal plans campaigns such as **CSI** and **This OR That**, which uses messaging to targeting students living in apartments.



Incentivize students living in apartments to upgrade their meal plan by offering an exclusive bonus dining dollars. Promote that it is a limited-time offer to create urgency. Remember to partner with your campus to send community emails.



Plan for **National Nutrition Month** in March by promoting wellness in your dining locations. Use **Mindful** ads to help you promote wellness while on a meal plan.

TIRED OF EATING THE same thing?

This OR That

Increase your non-meal plan holder purchases and overall YOY VMP sales. Showcase popular resident dining dishes to let non-meal plan holders know what they are missing out on.



Use the **Food is our Love Language** campaign to promote your mid-semester deals. Try pairing it with a special event like **The Social: Pop Up** or use the coffee lid stickers to promote!



We know that our commuters, faculty and staff who do not have a meal plan will frequently visit our retail outlets and c-stores. This makes these locations one of the best places to promote our meal plans. Use the **Food + Fun** campaign to promote your meal plans.

Resources



Locate additional resources, templates and trainings on the VMP page on **Sodexo Net** by searching "voluntary meal plans."

FEBRUARY

2023

Intern Live Meeting – Online

All calls on ZOOM the 3rd Tuesday (January - May)

4:00 p.m. Eastern/1:00 p.m. Pacific

FOLLOW INTERNS ONLINE: Facebook – @SodexoInternships; Instagram – @Sointernships; LinkedIn – Sodexo Campus Internships; Intern Website – sostudents.sodexomyway.com



Don't forget to **PLAN AHEAD** for what's coming up next month.



MARCH 2023

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

SUNDAY

FLAVOURS

TASTE : SUCCESS

PROMOTE CATERING

- Begin planning for commencement and summer conferences.
- Connect with catering client hosts of spring **Traditions** events.
- Use this month to take inventory of catering smallwares and order supplies to accommodate spring **Traditions** events.

MONDAY

TUESDAY

NATIONAL SNACK FOOD MONTH

CUSTOMER EXPERIENCE Don't forget to share "Happy Valentine's Day" - THX-You Hearts for Employee Appreciation.

CUSTOMER EXPERIENCE **JANUARY/FEBRUARY** Conduct "Experiences Matter" Customer Experience training before spring semester starts.

WEDNESDAY

1



START PROMOTING VALENTINE'S DAY



NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 12/1 to 2/28

THURSDAY

2

NATIONAL CREPE DAY

PROMOTE Off The Grid, Food-ology & Surviving The Great Outdoors Sweepstakes - 1/2 to 4/10

NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 12/1 to 2/28

PROMOTE VALENTINE'S DAY - 2/1 to 2/14

"Customer Experience" and "THX:) For Making My Day!" nominations released to the CE team and the field. Be sure you are recognizing your nominees at the unit!

FRIDAY

3

SATURDAY

4

5

PROMOTE Off The Grid, Food-ology & Surviving The Great Outdoors Sweepstakes - 1/2 to 4/10

NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 12/1 to 2/28

PROMOTE VALENTINE'S DAY - 2/1 to 2/14

6

7



START PROMOTING MARDI GRAS

8

PROMOTE MARDI GRAS - 2/7 to 2/21

9

NATIONAL PIZZA DAY

10

11

12

SUPER BOWL SUNDAY

PROMOTE Off The Grid, Food-ology & Surviving The Great Outdoors Sweepstakes - 1/2 to 4/10

NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 12/1 to 2/28

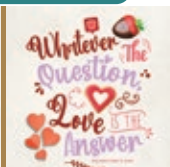
PROMOTE VALENTINE'S DAY - 2/1 to 2/14

PROMOTE MARDI GRAS - 2/7 to 2/21

13

14

VALENTINE'S DAY



TODAY IS VALENTINE'S DAY

15

"Experiences Matter" and THX:) winner announced

16

17

18

19

PROMOTE Off The Grid, Food-ology & Surviving The Great Outdoors Sweepstakes - 1/2 to 4/10

NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 12/1 to 2/28

PROMOTE MARDI GRAS - 2/7 to 2/21

20

PRESIDENTS' DAY

21

4:00 p.m. Eastern/1:00 p.m. Pacific



TODAY IS MARDI GRAS

22

23

NATIONAL BANANA BREAD DAY

24

NATIONAL CHILI DAY
Customer Service Team
Call @ 2:00 p.m. EST

25

26

PROMOTE Off The Grid, Food-ology & Surviving The Great Outdoors Sweepstakes - 1/2 to 4/10

NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 12/1 to 2/28

27

NATIONAL STRAWBERRY DAY

28

Celebrate Employee Appreciation Week, capped off by National Employee Appreciation Day 2/28 to 3/3.

CUSTOMER EXPERIENCE

6:00 p.m. EST is your last chance to recognize and nominate your team members for delivering a great experience. Text "Itmatters" to 82257 for a link to nominate.

REFERENCE KEY:

HOLIDAYS & CELEBRATIONS

CORE PROMOTIONS

SUSTAINABILITY

STOP HUNGER

VOLUNTARY MEAL PLAN (VMP)

FM - FACILITIES MANAGEMENT

CUSTOMER EXPERIENCE / THX:)

NATIONAL FOOD DAYS

NATIONAL OBSERVANCES

FEBRUARY

Voluntary Meal Plan (VMP) Reminders

- This is the month to order brochures and VMP marketing collateral for summer.

Meal Plan Match-ups

Valentine's Day

- What goes with candy and flowers? Dining dollars! Offer traditional Valentine's postcards that students can personalize and send to their families. You pay the postage and then you reap the rewards of revenue.
- Highlight the convenience of e-commerce with the **Food + Fun** campaign.

Additional Programs Spotlight

SNACKTIME

With 12 pop-up spots, **snacktiME** is the perfect opportunity to showcase culinary creativity and provide maximum variety for customers on the go. Plus, new menus mean even more to love. Consider running **snacktiME** in conjunction with other special events you have planned, like:

- **VEGGIE ME** during **Off the Grid** promotion to heighten student interest in plant-based dishes while enjoying nature.
- **GIVE ME HEAT** during the **Food-ology** promotion to capitalize on the appeal of creative food combinations, BYO bars and unlikely pairings that wouldn't normally be spicy!

Looking for more ways to promote your events?
Visit the **Campus Marketing** page on **Sodexo Net**.

3 Things That Went Well In February

3 Things That We Could Improve On For Next Month

Important Reminders!

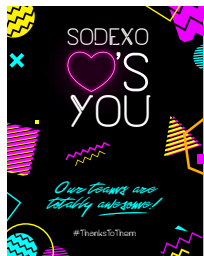


2023 MARCH

what's happening this month?



Celebrate **Faculty & Staff Appreciation Day** this month. Tie special VMP offers into your celebration for these groups.



Our people are at the heart of everything we do. Celebrate our dining and FM teams on **National Employee Appreciation Day** on Friday, March 3rd. Pair with events like **The Social: Pop-Up** to show off the talent on your team! Be sure to cross-promote on social media as well.



Let's not forget about the driving force of any campus: students! Mid-semester can be anything but stress-free for college students, so emphasize the ease and efficiency of the **campus dining app**. Remind students that they can order pick-up, delivery and so much more all through the convenience of an app!

MARCH 2023						
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Voluntary Meal Plan (VMP) Goals

MY GOALS ARE:

Additional Growth Opportunities

THREE WAYS WE CAN GROW REVENUE THIS MONTH:

-
-
-

Social Media & Website Notes

Did you see something inspiring on social media or the web that you want to try this month? WRITE IT HERE:

Plan Ahead

What's happening in the next few months?



April
Think about the creative ways you can involve your whole campus and local community while protecting our planet this **Earth Day**.

May
Servathon runs through the end of May. Keep your efforts to fight food insecurity front and center as you plan your marketing efforts.

Tactics

to help you grow VMP REVENUE



Quench the beverage program is a VIP membership that allows guests to pay a monthly fee, semester fee or yearly fee for unlimited fountain drinks, brewed iced tea, brewed iced coffee and more at their individual locations. The program is effective at increasing customer engagement, excitement and provides the opportunity for accounts to up-sell other items in their retail environments.



Treat campus to a bit of Irish luck and offer bonus dining dollars when guests reload on **St. Patrick's Day**. Use the **St. Patrick's Day** campaign.



Spring begins this month! Push mid-semester VMP with the **Spring Into Savings** campaign, highlighting the financial savings of using a meal plan. Try offering a limited-time bonus offer when students reload dining dollars. **For example:** Get 10 extra dining dollars when you reload 50.



Drop off new VMP collateral to the Admissions Office and see if they need refreshed tour guide talking points about campus dining.



National Nutrition Month is a great time for dietitians to host a tabling event with healthy grab-and-go snacks. Be sure to have VMP information available so student athletes are aware of how they can use their meal plan to stay fueled.



March is peak college basketball season. Use the **Basketball Madness** campaign to promote huge meal plan savings or bonuses with your resident students. Here is a campaign idea, promote a free large pizza when students reload \$100 dining dollars. Make sure to make this a limited-time offer.



Plan an **Earth Month** event for April that promotes VMP as meal plan holders are part of our dedication to the environment and animal welfare.



Create an Orientation Cheat Sheet
Make sure to send it out virtually to parents to explain meal plans and how to add dining dollars. Try using a QR code that leads to the online store.



Use your **Spring satisfaction survey** results to sell VMP. Highlight changes that have been implemented based on student feedback. Identify changes both at the point of sale and on social media to make sure students know they have been heard.

Resources

Locate additional resources, templates and trainings on the VMP page on **Sodexo Net** by searching "voluntary meal plans."

MARCH

2023

Intern Live Meeting – Online
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4:00 p.m. Eastern/1:00 p.m. Pacific
FOLLOW INTERNS ONLINE: Facebook – @SodexoInternships; Instagram – @Sointernships;
LinkedIn - Sodexo Campus Internships ; Intern Website – sostudents.sodexomyway.com



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APRIL 2023

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23	24	25	26	27	28	29
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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

FLAVOURS
TASTE : SUCCESS

PROMOTE
CATERING

- Mark calendars for cultural/religious holidays that will require catering menu accommodation.
- Plan for summer orientation.

5



6

PROMOTE Off The Grid, Food-ology & Surviving The Great Outdoors Sweepstakes - 1/2 to 4/10
PROMOTE ST. PATRICK'S DAY - 3/4 to 3/17

7

NATIONAL CEREAL DAY ★

8

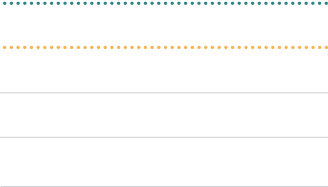
Better Tomorrow 2025
INTERNATIONAL WOMEN'S DAY

9

NATIONAL MEATBALL DAY ★

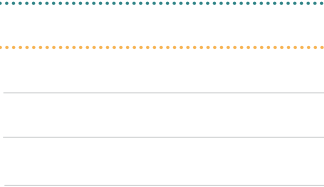


10



11

NATIONAL "EAT YOUR NOODLES" DAY ★



12

PROMOTE Off The Grid, Food-ology & Surviving The Great Outdoors Sweepstakes - 1/2 to 4/10
PROMOTE ST. PATRICK'S DAY - 3/4 to 3/17

13

PROMOTE Off The Grid, Food-ology & Surviving The Great Outdoors Sweepstakes - 1/2 to 4/10
PROMOTE ST. PATRICK'S DAY - 3/4 to 3/17

14

NATIONAL PI DAY ●

PROMOTE Off The Grid, Food-ology & Surviving The Great Outdoors Sweepstakes - 1/2 to 4/10
PROMOTE ST. PATRICK'S DAY - 3/4 to 3/17

15

"Experiences Matter" and THX.) winner announced

16

PROMOTE Off The Grid, Food-ology & Surviving The Great Outdoors Sweepstakes - 1/2 to 4/10
PROMOTE ST. PATRICK'S DAY - 3/4 to 3/17

17

NATIONAL ST. PATRICK'S DAY ●



18



19

PROMOTE Off The Grid, Food-ology & Surviving The Great Outdoors Sweepstakes - 1/2 to 4/10

20

NATIONAL RAVIOLI DAY ★

21

NATIONAL INTERN CALL
4:00 p.m. Eastern/1:00 p.m. Pacific

22

Better Tomorrow 2025
WATER DAY

23

NATIONAL CHIP & DIP DAY ★

24

Customer Service Team
Call @ 2:00 p.m. EST

25

INTERNATIONAL WAFFLE DAY ★

26

NATIONAL SPINACH DAY ★

Better Tomorrow 2025
EARTH HOUR / 8:30 p.m. - 9:30 p.m. EST

27

PROMOTE Off The Grid, Food-ology & Surviving The Great Outdoors Sweepstakes - 1/2 to 4/10

28

PROMOTE Off The Grid, Food-ology & Surviving The Great Outdoors Sweepstakes - 1/2 to 4/10

29



30

PROMOTE Off The Grid, Food-ology & Surviving The Great Outdoors Sweepstakes - 1/2 to 4/10

31

CUSTOMER EXPERIENCE
6:00 p.m. EST is your last chance to recognize and nominate your team members for delivering a great experience. Text "Itmatters" to 82257 for a link to nominate.

REFERENCE KEY:

HOLIDAYS & CELEBRATIONS	CORE PROMOTIONS	SUSTAINABILITY
STOP HUNGER	VOLUNTARY MEAL PLAN (VMP)	FM - FACILITIES MANAGEMENT
CUSTOMER EXPERIENCE / THX.)	NATIONAL FOOD DAYS ★	NATIONAL OBSERVANCES ●

MARCH

Voluntary Meal Plan (VMP) Reminders

- It's time for the mid-semester push! Promote dining dollars and e-commerce packages.

Meal Plan Match-ups

Spring Holidays

- Many retailers use **St. Patrick's Day** and March Madness to market their products, so don't miss out. This is the perfect time to advertise dining dollars.
- Spring into savings! Offer a coupon book with the purchase of a certain dining dollars amount. Include retail coupons, guest passes or even a drawing coupon to win a prize such as a pizza party.

Additional Programs Spotlight

By this time, students may be feeling a bit homesick, so try and lift up their spirits by hosting **Let's Dish!** A taste of home, far from home! A fresh spin on beloved comfort foods and childhood memories right on campus. Students will submit one of their favorite recipes or meals from home. The local team will gather submissions and then feature these items during a specific meal or timeframe.



Monthly
Wrap-up



3 Things That Went Well In March

- 1. _____
- 2. _____
- 3. _____

3 Things That We Could Improve On For Next Month

- 1. _____
- 2. _____
- 3. _____

NotesGoalsPlans

Important
Reminders!



2023

APRIL

what's happening
this month?



April is the month to focus on our planet. Celebrate **Earth Day** and more to promote protecting our planet. Run the **My Green Idea** social media promotion for a fun way to focus on the actions our teams and students are taking to make a big impact during this earth-centric month. Involve your teams in posting photos using **#mygreenidea** on social media, demonstrating their green ideas in action. Review the **My Green Idea** resource folder for a manager's guide and supporting artwork.

Our core promotions are still in full swing until April 10th. Don't forget to keep running your promotional events while emphasizing the ease with which students can enter our **Surviving the Great Outdoors Sweepstakes** for the spring.



Plan Ahead

What's happening
in the next few
months?



May
Cinco de Mayo is quickly approaching! What are you planning to do to bring the vibrant Mexican culture and spirit to resident dining during this event?



June
Fresh Fruit & Vegetables Month
Think of creative ways to spotlight fruits and veggies as summer commences.

APRIL 2023						
S	M	T	W	T	F	S
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9	10	11	12	13	14	15
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23	24	25	26	27	28	29
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Voluntary Meal Plan
(VMP) Goals
MY GOALS ARE:

Additional Growth
Opportunities
**THREE WAYS WE CAN GROW
REVENUE THIS MONTH:**

1.
2.
3.

Social Media &
Website Notes
**Did you see something inspiring on
social media or the web that you want
to try this month? WRITE IT HERE:**

Tactics

to help you grow
VMP REVENUE

As we approach the end of the spring semester, it is time to pivot your VMP sales strategy to help students spend their dining dollars. Here are some popular programs to help you capture retail sales.



BYOP - "Build Your Own Pack"
This will allow students to buy a six pack of their favorite cold bottled beverages. It is easy to implement and takes very little labor.



Red Eye - Fuel for Finals
Host an event with coffee specials at your campus café.



Final Fridays
Offer a special incentive for student to purchase a retail special on the four Fridays leading up to the end of the semester. Incentives like free fountain drinks can entice your students to purchase retail entrées.



Use It Don't Lose It
Remind your campus community to exhaust their dining dollars. Pair this campaign with a special retail offer and make it easy for your customers to spend their dining dollars.



As the end of semester approaches, entice your students to spend their dining dollars using the **Flash Sale** campaign. Use it to promote weekly retail specials. Remember to track your limited-time offer sales.



Encourage the campus community as well as the local community to dine on campus with the VMP **Brunch** campaign.



Celebrate **Earth Day** by incentivizing students with a free reusable straw when they add a certain amount of dining dollars.



A good way to capture unused dining campaign. **Final Fridays** is designed to help you increase retail sales and retail foot traffic by creating custom offers and discounts in your retail locations. The goal is to offer an incentive or deep discount in one or more retail locations valid only on the four Fridays leading up to final exams.

Resources

Locate additional resources, templates and trainings on the VMP page on **Sodexo Net** by searching "voluntary meal plans."

Student and Parent Orientations are around the corner. Keep this timeline in mind as you approach your orientation dates.

6 WEEKS OUT

- Contact orientation personnel to secure representation in orientation events and presentations to students and parents
- Contact Campus Housing and other influential departments on campus and ask what they are handing out for orientation
 - Utilize any and all cross-promoting opportunities
- Create, update and plan display pieces and collateral for orientation sessions
- Create meal plan brochures—depending on the type of orientation
 - Commuters, Mandatory-Campus Residents, Greek Life, Transfer Students, Faculty & Staff

• Include information below on brochures:

- Dining hours of service
 - Fall/Spring/Summer
- Dietitian/nutritional information
- Events and activity information
- Website/social media information
- Contact information
- FAQ sheet for parents to take
- Create campus dining map in flyer and/or poster form

Review the rest of the checklist in May on page 59.

APRIL

2023

Intern Live Meeting – Online
All calls on ZOOM the 3rd Tuesday (January - May)
4:00 p.m. Eastern/1:00 p.m. Pacific
FOLLOW INTERNS ONLINE: Facebook – @SodexoInternships; Instagram – @Sointernships;
LinkedIn – Sodexo Campus Internships ; Intern Website – sostudents.sodexomyway.com



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MAY 2023

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14	15	16	17	18	19	20
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28	29	30	31			

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

FLAVOURS

TASTE : SUCCESS

PROMOTE CATERING

- Begin to promote the commencement events, such as **Brunch**, flower sales and more.
- Promote the **Square Tomato** student catering offer to newly elected student leaders.

2 NATIONAL PEANUT BUTTER AND JELLY DAY ★

PROMOTE Off The Grid, Food-ology & Surviving The Great Outdoors Sweepstakes - 1/2 to 4/10

SERVATHON - 4/1 to 5/31

3

4 INTERNATIONAL CARROT DAY ★

5 PASSOVER BEGINS (SUNSET) ●

6 NATIONAL CARAMEL POPCORN DAY ★

7 GOOD FRIDAY ●

8

1 mygreenidea

PROMOTE DURING THE MONTH OF APRIL

stop hunger SERVATHON 4/1 to 5/31

"Customer Experience" and "THX:) For Making My Day!" nominations released to the CE team and the field. Be sure you are recognizing your nominees at the unit!

9 EASTER ●

PROMOTE Off The Grid, Food-ology & Surviving The Great Outdoors Sweepstakes - 1/2 to 4/10

SERVATHON - 4/1 to 5/31

PROMOTE EARTH DAY - 4/8 to 4/22

10

Off The Grid, Food-ology & Surviving The Great Outdoors Sweepstakes Ends Today



11 NATIONAL POUTINE DAY ★

VMP SPRING REPORTING - 4/10 to 4/21

12 NATIONAL GRILLED CHEESE SANDWICH DAY ★

13 MAKE LUNCH COUNT DAY ★

PASSOVER ENDS (NIGHTFALL) ●

14

15

"Experiences Matter" and THX:) winner announced

16

SERVATHON - 4/1 to 5/31

VMP SPRING REPORTING - 4/10 to 4/21

PROMOTE EARTH DAY - 4/8 to 4/22

17

18 NATIONAL INTERN CALL

4:00 p.m. Eastern/1:00 p.m. Pacific

19

20

21 NATIONAL TEA DAY ★

Customer Service Team Call @ 2:00 p.m. EST

VMP SPRING REPORTING ENDS

22

Better Tomorrow 2025 EARTH DAY

Show Earth A Little Love

TODAY IS EARTH DAY

23 NATIONAL PICNIC DAY ★

SERVATHON - 4/1 to 5/31

24

25

26 NATIONAL PRETZEL DAY ★

ADMINISTRATIVE PROFESSIONALS' DAY ●

27 NATIONAL PRIME RIB DAY ★

28 PAY IT FORWARD DAY ●



29

30

CUSTOMER EXPERIENCE

6:00 p.m. EST is your last chance to recognize and nominate your team members for delivering a great experience. Text "Itmatters" to 82257 for a link to nominate.

REFERENCE KEY:

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STOP HUNGER	VOLUNTARY MEAL PLAN (VMP)	FM - FACILITIES MANAGEMENT
CUSTOMER EXPERIENCE / THX:)	NATIONAL FOOD DAYS ★	NATIONAL OBSERVANCES ●

APRIL

Voluntary Meal Plan (VMP) Reminders

- You can partner with admissions to assist with upcoming summer orientation and tours.
- Update your virtual tour and promote on your dining website and social media.

Meal Plan Match-ups Late-semester Planning

- Market **Limitless** to students with block plans so they have enough swipes to get them through the semester, and encourage commuters to visit dining to fuel up with **Limitless** passes.
- You can offer small meal plan blocks or reload dining dollars with **Fuel Up for Finals**.

Additional Programs Spotlight

Every neighborhood offers something exciting for everyone to try, including the hometown of your campus. **Big-City Bites** provides the perfect opportunity to host a special **neighborFOOD** event featuring the homegrown goodness of your campus town or city. Tap into the knowledge of your campus community to uncover the hidden culinary gems and best local dishes.



Looking for more ways to promote your events? Visit the **Campus Marketing** page on **Sodexo Net**.

U

2023

MAY

what's happening
this month?



World Fair Trade Day, Bike to Work Day and **Learn About Composting Day** all happen in May. Show your commitment to a **Better Tomorrow** by highlighting all of the ways those on campus can go green by promoting these nationally-recognized days.



Fiesta like there's no mañana! Celebrate **Cinco de Mayo** by hosting a Mexican feast in your dining hall. This holiday is perfect for students to de-stress and take the focus off of finals while they dine!

MAY 2023

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Voluntary Meal Plan (VMP) Goals
MY GOALS ARE:

Additional Growth Opportunities
THREE WAYS WE CAN GROW REVENUE THIS MONTH:

1.

2.

3.

Social Media & Website Notes
Did you see something inspiring on social media or the web that you want to try this month? WRITE IT HERE:

Plan Ahead

What's happening in the next few months?



June
National Safety Month is upcoming. Talk with your team about how you can show prospective students and families visiting campus that you're committed to a culture of safety.



July
Now's the time to think about how those on campus will "feed their summer." It's not too early to start planning on promoting VMPs to summer construction crews and other groups who might utilize your campus spaces for camps, retreats, local sports teams, etc.

MAY

2023

Tactics

to help you grow

VMP REVENUE



Promote summer meal plans to students, student workers, faculty and staff members who will be on campus. Check out the **Feed Your Summer** campaign.



Is your campus having construction crews on campus? Plan to target the construction crews with **CINCH**.



The end of the spring semester may bring family and parents back on campus. Use the **Healthy Parent** campaign to showcase to students' families what's on their plates. Try displaying this in the dining hall with information about meal plans.

Student and Parent Orientations are around the corner. This is a continuation of the timeline from page 53. Keep these in mind as you approach your orientation dates.

THREE-FOUR WEEKS OUT

- Determine attention-grabbing method
 - Spin-wheel of FAQ
 - Games to win prizes
 - Irresistible offer to enter (make sure there is an ROI for offer)
 - Large signs -"Dining Prizes Here"
 - Large posters with fun event pictures
- Conduct training for tour guides for Sodexo/Housing/Admissions tour guides
- Ensure you have a computer or tablet for students and parents to look at your website and follow your social media
- Follow up on any orientation graphic orders not received yet

ONE WEEK OUT

- Confirm your participation in orientations/presentations with appropriate personnel
- See if there is an opportunity to set up earlier than the day of, set up a mock table
- Gather orientation display pieces, collateral, table cloth and chosen attention-grabbing methods

ONE DAY OUT

- Double check your orientation supplies, confirm staging area for table
- Don't forget camera, pens, paper and your business cards

DAY OF

- Determine where to set up your table if you were not able to set up earlier
- Bring a water bottle to stay hydrated - this day will involve a lot of talking
- Smile

Resources




Locate additional resources, templates and trainings on the VMP page on **Sodexo Net** by searching "voluntary meal plans."

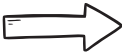
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All calls on ZOOM the 3rd Tuesday (January - May)
4:00 p.m. Eastern/1:00 p.m. Pacific

FOLLOW INTERNS ONLINE: Facebook – @SodexoInternships; Instagram – @Sointernships;
LinkedIn - Sodexo Campus Internships ; Intern Website – sostudents.sodexomyway.com



Don't forget to PLAN AHEAD for what's coming up next month.



JUNE 2023

S	M	T	W	T	F	S
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4	5	6	7	8	9	10
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Voluntary Meal Plan (VMP) Reminders

- Utilize the **Feed Your Summer** collateral to promote summer meal plans to those who will still be on campus, including construction crews and summer students.

Meal Plan Match-ups

End of School Year

- Encourage early meal plan renewals or sign-ups for fall semester by sending out a “thank you” to current meal plan holders.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<div>NATIONAL BBQ MONTH ★</div> <div>7</div> <div>SERVATHON - 4/1 to 5/31</div>	<div>1</div> <div><div></div><div>START PROMOTING CINCO DE MAYO</div><div>"Customer Experience" and "THX:) For Making My Day!" nominations released to the CE team and the field. Be sure you are recognizing your nominees at the unit!</div></div> <div>8</div>	<div>2</div> <div>TEACHERS' DAY •</div> <div>PROMOTE CINCO DE MAYO - 5/1 to 5/5</div> <div>SERVATHON - 4/1 to 5/31</div> <div><div></div>SERVATHON 4/1 to 5/31</div> <div>9</div>	<div>3</div> <div>NATIONAL SHRIMP DAY ★</div> <div>10</div>	<div>4</div> <div>STAR WARS DAY •</div> <div>11</div> <div>NATIONAL "EAT WHAT YOU WANT" DAY ★</div> <div>12</div>	<div>5</div> <div>CINCO DE MAYO •</div> <div><div></div><div>TODAY IS CINCO DE MAYO</div><div>19</div></div>	<div>6</div> <div>13</div> <div>20</div> <div>Better Tomorrow 2025 BIKE TO WORK DAY</div> <div>27</div>
<div>14</div> <div>MOTHER'S DAY •</div> <div>Better Tomorrow 2025 WORLD FAIR TRADE DAY</div> <div>SERVATHON - 4/1 to 5/31</div> <div>21</div> <div>SERVATHON - 4/1 to 5/31</div>	<div>15</div> <div>"Experiences Matter" and THX:) winner announced</div> <div>22</div>	<div>16</div> <div>NATIONAL INTERN CALL</div> <div>4:00 p.m. Eastern/1:00 p.m. Pacific</div> <div>23</div>	<div>17</div> <div>24</div>	<div>18</div> <div>25</div>	<div>26</div> <div>Customer Service Team Call @ 2:00 p.m. EST</div> <div>27</div>	
<div>28</div> <div>NATIONAL HAMBURGER DAY ★</div> <div>SERVATHON - 4/1 to 5/31</div>	<div>29</div> <div>MEMORIAL DAY •</div> <div>Better Tomorrow 2025 LEARN ABOUT COMPOSTING DAY</div>	<div>30</div> <div><div></div>SERVATHON ENDS TODAY</div> <div><div>CUSTOMER EXPERIENCE</div><div>6:00 p.m. EST is your last chance to recognize and nominate your team members for delivering a great experience. Text "Ittmatters" to 82257 for a link to nominate.</div></div>	<div>31</div>		<div>FLAVOURS TASTE : SUCCESS</div> <div>PROMOTE CATERING</div> <div>• Thank commencement clients for their business and rebook for next year.</div> <div>• This month is the annual strategic catering pricing review for contracts with summer price increases.</div>	

REFERENCE KEY:		
HOLIDAYS & CELEBRATIONS	CORE PROMOTIONS	SUSTAINABILITY
STOP HUNGER	VOLUNTARY MEAL PLAN (VMP)	FM - FACILITIES MANAGEMENT
CUSTOMER EXPERIENCE / THX:)	NATIONAL FOOD DAYS ★	NATIONAL OBSERVANCES •



Additional Programs Spotlight

Pair **Cinco de Mayo** with **The Social: Dine** to let your taste buds travel South of the Border without ever having to leave campus!



Monthly Wrap-up

3 Things That Went Well In May

3 Things That We Could Improve On For Next Month

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2023

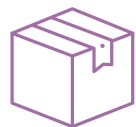
JUNE

what's happening
this month?



Our **Experiences Matter** and **THX:)** winners will be announced on the 15th. Remember to keep the momentum and excitement going for our teams who work hard to make every day a better day.

REMINDER: Fall resident dining kits will be arriving this month! This kit will have everything you need to begin your fall marketing plans.



JUNE 2023

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Voluntary Meal Plan
(VMP) Goals

MY GOALS ARE:

Additional Growth
Opportunities

THREE WAYS WE CAN GROW
REVENUE THIS MONTH:

1.
2.
3.

Social Media &
Website Notes

Did you see something inspiring on social media or the web that you want to try this month? **WRITE IT HERE:**

Plan Ahead



What's happening
in the next few
months?



July

NATIONAL FOOD DAYS

Celebrate some beloved foods during your summer events, like **National Mac & Cheese Day**, **National Hot Dog Day**, **Ice Cream Day**, **National Avocado Day** and more.

Tactics

to help you grow
VMP REVENUE



Sometimes guests don't enter buildings where we have dining operations. Go to them! Set up tabling events in buildings where summer classes are held. Consider a **U-Market** in high traffic areas around campus.



Host a summer picnic and invite the local community. Remind them they can dine with us during summer months and throughout the academic year. Use the **A Summer to Savor** campaign to promote featured dishes in the dining hall.

Leverage financial aid to sell VMP. More students are likely to enroll in a VMP if they can use funds awarded to them rather than paying out of pocket. Coordinate with the campus's financial aid office to allow financial aid funds to be used to purchase VMP or dining dollars. Don't forget to do summer planning and promote during **Welcome Week** and **Family Weekend**.



Camper Cash for Summer Camps

Promote the ability to load dining dollars. Develop relationships with camp directors and coaches to promote the **Camper Cash** program. Use the available marketing resources to help promote the program.



Make sure to update your e-commerce offer to include things you can sell to parents at orientation like birthday cakes, meal plans and **The Social** events. Promote **Gifts & More** packages to overnight summer camps.



Start working with off campus apartments to drop off VMP brochures or do tabling events. Participate in online orientation presentations by utilizing virtual tours.



Are you planning to launch new meal plans in the fall? Use the **Launching New Meal Plan** resources to help you communicate the changes with your campus community.



Throughout the summer months, your dining program can go through changes. Keep guest informed by updating your **Virtual Tours**.

Resources



Locate additional resources, templates and trainings on the VMP page on **Sodexo Net** by searching "voluntary meal plans."

JUNE

2023

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

FLAVOURS
TASTE : SUCCESS

PROMOTE
CATERING

- Finalize fall sports suites and clubs menus and host suite holder promotional event.
- It is time to communicate price changes for contracts with summer price increases.
- Use this month for catering vehicle and cart maintenance.

4 NATIONAL CHEESE DAY ★

5
Better Tomorrow 2025
WORLD ENVIRONMENT DAY

6

7

NATIONAL FRESH FRUIT
& VEGETABLES MONTH ★

FACILITIES MANAGEMENT
NATIONAL SAFETY MONTH

11

12

13 CUPCAKE LOVER'S DAY ★

14

18 FATHER'S DAY ●

19

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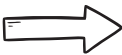
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Don't forget to PLAN AHEAD for what's coming up next month.



JULY 2023

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30	31					

1 WORLD MILK DAY ★

"Customer Experience" and "THX:) For Making My Day!" nominations released to the CE team and the field. Be sure you are recognizing your nominees at the unit!

8
Better Tomorrow 2025
WORLD OCEANS DAY

15

"Experiences Matter" and THX:) winner announced

22

29

2

9

16

23 Customer Service Team
Call @ 2:00 p.m. EST

30

CUSTOMER
EXPERIENCE

6:00 p.m. EST is your last chance to recognize and nominate your team members for delivering a great experience. Text "Itmatters" to 82257 for a link to nominate.

REFERENCE KEY:

HOLIDAYS & CELEBRATIONS

STOP HUNGER

CUSTOMER EXPERIENCE / THX:)

CORE PROMOTIONS

VOLUNTARY MEAL PLAN (VMP)

NATIONAL FOOD DAYS

SUSTAINABILITY

FM - FACILITIES MANAGEMENT

NATIONAL OBSERVANCES

Voluntary Meal Plan (VMP) Reminders

- Ensure dining website and client website are updated with correct summer and fall meal plan information.

Meal Plan Match-ups

Summer Sales

- Sell meal plans at orientation expos, live sessions and presentations.

Monthly Wrap-up



3 Things That Went Well In June

- 1. _____
- 2. _____
- 3. _____

3 Things That We Could Improve On For Next Month

- 1. _____
- 2. _____
- 3. _____

Notes
Goals
Plans

Important Reminders!



2023



Engage with students as much as possible this month. Mail them VMP information and send emails after visits reminding them of what to look forward to in the fall.



Now is the time to order any additional marketing materials needed for your fall semester. Please visit **Campus Marketing** page on **Sodexo Net** for any of your marketing needs, including print-ready PDFs.

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30	31					

Voluntary Meal Plan (VMP) Goals

MY GOALS ARE:

Additional Growth Opportunities

THREE WAYS WE CAN GROW REVENUE THIS MONTH:

Social Media & Website Notes

Did you see something inspiring on social media or the web that you want to try this month? **WRITE IT HERE:**

Plan Ahead

What's happening in the next few months?



August

Get ready to recharge after the summer months and prepare for another fantastic year!

Important Reminders!



SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

FLAVOURS
TASTE : SUCCESS

PROMOTE
CATERING

- Connect with client hosts of fall Traditions events.
- Connect with alumni departments of fall opposing teams for potential catering opportunities.
- Host catering client expectations meetings to review successes and opportunities.

2

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4

INDEPENDENCE DAY ●

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NATIONAL ICE
CREAM DAY ★

18

19

23

PARENT'S DAY ●

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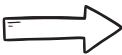
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NATIONAL
AVOCADO DAY ★

Don't forget to PLAN AHEAD for
what's coming up next month.



AUGUST 2023

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NATIONAL MAC &
CHEESE DAY ★

15

20

NATIONAL
HOT DOG DAY ★

21

☎ Customer Service Team
Call @ 2:00 p.m. EST

22

27

28

29

NATIONAL CHICKEN
WING DAY ★

REFERENCE KEY:

HOLIDAYS & CELEBRATIONS

STOP HUNGER

CUSTOMER EXPERIENCE / THX:)

CORE PROMOTIONS

VOLUNTARY MEAL PLAN (VMP)

NATIONAL FOOD DAYS

SUSTAINABILITY

FM - FACILITIES MANAGEMENT

NATIONAL OBSERVANCES

Voluntary Meal Plan
(VMP) Reminders

- Use this month to update your marketing plan to reflect all of your new VMP goals and tactics for the fall semester.

Meal Plan Match-ups

Summer Sales

- Sell meal plans at orientation expos, live sessions and presentations.

Monthly
Wrap-up



3 Things That Went Well In July

- 1. _____
- 2. _____
- 3. _____

3 Things That We Could Improve On For Next Month

- 1. _____
- 2. _____
- 3. _____

NotesGoalsPlans

